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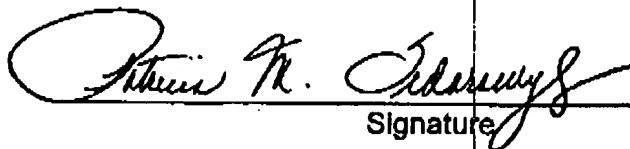
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Mail Stop Amendment

ATTACHED: AMENDMENT AND RESPONSE TO OFFICE ACTION  
(7 Pages)

CUSTOMER NO.: 24498

Serial No.: 09/868,254

Docket No.: RCA 89,185

Art Unit: 2623

Examiner: Rueben M. Brown

TOTAL NUMBER OF PAGES INCLUDING THIS SHEET: 8

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**CUSTOMER NO.: 24498**  
**Serial No.: 09/868,254**  
**Office Action dated: 04/06/07**  
**Response dated: 07/03/07**

**PATENT**  
**RCA 89,185**

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**JUL 03 2007**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** Hugh B. Morrison et al.  
**Serial Number:** 09/868,254  
**Filing Date:** June 15, 2001  
**Title:** METHOD FOR SELECTING A PROGRAM DISPLAYED IN  
AN ADVERTISEMENT IN AN APPLICATION SOFTWARE  
PROGRAM  
**Art Unit:** 2623  
**Examiner:** Rueben M. Brown

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

**Sir:**

In response to the Office Action dated April 6, 2007, for which a response is due by July 6, 2007, please enter the following amendments and remarks/arguments in the above-referenced application.

**Amendments to and Listing of the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.